

amy stafford

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education

MFA, 1994 - Maryland Institute College of Art, Graduate School of Photography

BFA, 1992 - The School of the Art Institute of Chicago, Photography and postmodern theory

Continuing Education, 1996 - 2000 - Certificates for professional studies in desktop publishing, multimedia design, communications, leadership and management

employment

2000 - 2002

arthesia GmbH, Berlin, Germany

Creative Director for an international brand strategy and development agency working with Fortune 500 clients including Deutsche Bank, Swiss Re and Pricewaterhouse Coopers. Responsibilities included:

- Key member of conceptual team, developing ethos driven corporate stories
- Writing concepts, creating design directions and briefing material based on overall story & strategy
- Preparing and leading client presentations
- Overseeing the visual implementation of the concepts - whether based in print, advertising, multimedia, internal communications etc.
- Facilitating the client's internal implementation of the corporate story through workshops, training and intranet communications
- Fostering a team environment, mentoring and the encouragement individual professional development

Developed the brand essence of Pricewaterhouse Coopers, Switzerland, designed to help the organization more clearly communicate on an emotional level both internally and externally. This corporate essence project was then adopted by the entire international organization.

Designed an online photography gallery for Swiss Re, exhibiting the photographs of employees in a special gallery section of the public web site. This was one of several communications tools developed for Swiss Re linking their corporate story to their various communication platforms.

Created new Corporate Identity system for arthesia AG, including an emotional essence/brand story, logo suite, letterhead and marketing system. As a key player in the team re-positioning arthesia and its affiliates, my contributions included additional design consideration given for the daughter company, arthesia Factory, with an amended CI and unique web site.

1998 - 2000

Avolent / Just in Time Solutions, San Francisco, CA

Senior Creative for B2B/B2C Software company. Responsibilities included: Project management, working directly with printers and contractors, advising on software and hardware technology purchases, proposal writing, creation of original artwork and designing:

- External and internal web sites
- Product demos, software manuals and white papers
- Print material including packaging, national advertising and internal communication

Designed and produced all elements of the BillCast packaging to visually differentiate the various products available while being cost effective and environmentally conscientious. Items included boxes, CDs, CD sleeves and technical manuals. Received awards from The Art Directors Club and Los Angeles League of Women Advertisers (LuLu) for this project.

Created award winning logo for the Professional Services Organization (Print's Regional Design Annual, 1999), part of a suite of logos for each of the company's unique divisions.

Member of the internal re-branding team chosen for the successful re-naming and re-branding of Just in Time Solutions to Avolent. Contributed to the re-naming process, agency screening and developed creative briefing tools for Fitch, the agency chosen to design the new identity.

1997 - 1998

NIA Corporation, Oakland, CA

Web and print designer for electronic commerce consulting firm.

Responsibilities included: Project management, web site management, HTML programming, corporate marketing, working directly with clients, printers and subcontractors, advising on software and hardware technology purchases, proposal writing, creation of original artwork and designing:

- Corporate Identities
- Web Sites
- Print Collateral

Initiated the Design Division of NIA Corp., intended to provide affordable Identity development and communications tools for small businesses.

1994 - 1996

Emporio Armani, San Francisco, CA

Visual Manager for Emporio Armani's bustling 12,000 sq. ft. Union Sq. flagship store, located in a landmark, converted bank. Responsible for maintaining a consistent image of Armani including the installation of all bi-weekly window changes, all visual merchandising (floor displays, product placement, face outs, in-store graphics - the list goes on), hiring and management of contractors and free-lancers, prop production and special event coordination.

Orchestrated the preparation and installation of all visual and audio elements for our 1996 "Tropical Event", transforming the store into a jungle paradise for over 500 guests, garnering a wave of positive media attention and strengthened brand awareness.

Coordinated the 1995 Christmas display Program so that it was completed 3 days ahead of schedule and under budget.

professional activities

2000 - Present

Peskyho Productions, www.peskyho.com

Conceptual project turned cult lifestyle brand with web site featuring various creative projects and hijinks including T-shirts, ho bags and unscented air fresheners

1997 - 1998

The New Art Examiner, Chicago, IL

Satellite art critic for monthly contemporary art journal.

1996 - 1999

* **Surface Magazine**, San Francisco, CA

Arts editor and contributing writer for international lifestyle and culture magazine.

Editing responsibilities included concept development and implementation, research, co-ordinating with galleries, interviewing artists, content editing with freelance writers and writing on topics ranging from conceptual art to contemporary culture.

1995 - 1997

Apartment 305, San Francisco, CA

Co-director of alternative exhibition space featuring artist's collaborative and site specific installations. Hosted events and discussion panels with local artists including Howard Freid and Tony Labat as well as the San Francisco Art Institute.

tools

Macintosh
Photoshop
Illustrator
Quark
InDesign
Dreamweaver
Cameras

freelance clients

Diplomatic Sales / Tarian - Berlin
San Francisco Design Center
Borders Books
Macy's West
Gap Kids International
Wards Building Maintenance
The Grand Café
Taubman and Associates
Veon

awards

79th Art Directors Club Annual Awards, 2000
Lulu Award, 2000
Print Magazine's Regional Design Annual, 1999

grants

Polaroid Foundation grant, 1991

representation

Getty One, The Image Bank

selected exhibitions

2000

New Jersey Center for Visual Art, Curated by Dan Graham, Summit, NJ
BofA Gallery, Seattle, WA

1996

Trailer 12, New York, NY

1995

Yuppie Ghetto, South Beach Marina Apartments:
A year long endurance performance with Guy Overfelt, San Francisco, CA

1994

Bending a Paradigm, Artist's Television Access, San Francisco, CA
Small Works, The California Museum of Art, Santa Rosa, CA
Group Show, Galleria Piccola; Peabody Conservatory of Music, Baltimore, MD
Camera Obscura/Obscura Camera, The Betty Rymer Gallery, Chicago, IL

1993

Video Exhibition, The Decker Gallery, Baltimore, MD
XXX, 111 Sound Stage, New York, NY
Group Show, Galleria Piccola; Peabody Conservatory of Music, Baltimore, MD
20/20, A.I.G.A Benefit; Baltimore Museum of Art, MD

1992

Recent Photography, The Decker Gallery, Baltimore, MD
Recollection - New Work by Amy Stafford, Dig Gallery, Chicago, IL

1991

Revelations: Artists Look at Religions, Gallery 2, Chicago, IL
Gender Studies, N.N.W.A.C., Chicago, IL

1990

Dia de los Muertos, N.N.W.A.C., Chicago, IL
Personal-Political, Gallery 2, Chicago, IL

publications

1998

"Rirkrit Tiravanija", *Surface, issue no.15, 1998
"To Be Real", The New Art Examiner, Vol 25 issue 7, April 1998
"Environmental Alchemy, the Architecture of Lo/TEK", *Surface, issue no. 14, 1998
"Casual Times with Chris Johanson", *Surface, issue no. 14, 1998
"H.C. Westermann", The New Art Examiner, Vol 25 issue 6, March 1998
"Tobias Rehberger, Assigned Seating", *Surface, issue no. 13, 1998
"Second Thought, Art at the Millennium", *Surface, issue no. 12, 1998
"Janine Antoni", The New Art Examiner, Vol 25 issue 4, Dec '97/Jan '98

1997

"Tony Oursler", *Surface, issue no. 11, 1997
"Maurizio Cattelan; Tricks are for Kids", *Surface, issue no. 10, 1997
"Steve Wolfe", *Surface, issue no. 9, Winter 1996-1997
"Alex Bag", *Surface, issue no. 9, Winter 1996-1997
"George Stoll", *Surface, issue no. 9, Winter 1996-1997

1996

"Nothing Shocking", catalog contribution for Nothing Matters exhibition at Refusalon Gallery, 1996
"Richard Phillips", *Surface, issue no. 8, 1996
"Fred Tomaselli", *Surface, issue no. 8, 1996
"Taro Chiezo", *Surface, issue no. 8, 1996